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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| In re Application of | § | |
| Igal SHARON et al | § | |
| Serial No.: 10/049,267 | § | |
| Filed: April 3, 2000 | § | Group Art Unit: 1639 |
| For SYSTEM AND METHOD FOR BONUS POINTS UTILIZATION | § | |
| Examiner: Padmashri Ponnaluri | § | Attorney Docket: 02/23367 |

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

CHANGE OF ADDRESS

I am agent of record on the above-identified application, the Power of Attorney having been granted to me upon the filing of the application on April 3, 2000.

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Please continue to use the telephone and fax number as it appears on the Power of Attorney form.

Respectfully submitted,

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Date: October 23, 2005